

# 200 x 275MM SPEC



## ADVERTISEMENT SIZES FOR BNZ PBMW & BMMW MAGAZINE

DISPLAY SPACED BOOKED	DETAILS	HEIGHT	WIDTH
Double Page Spread	Supply as whole pages		
Whole Page	Trim	275mm	200mm
	Bleed	281mm	206mm
	Type Area	255mm	180mm
Half Page Horizontal	Type Area	123mm	180mm
Half Page Vertical	Size	275mm	97mm
Quarter Page Horizontal	Size	58mm	180mm
Quarter Page Vertical	Size	123mm	87mm
Eighth Page Horizontal	Size	58mm	87mm

### HARDCOPY PROOFS:

A digital contract proof generated from the file supplied at 100% of final size should accompany your file. Proofs must be validated using an industry standard control wedge and validation attached.

### FOLDER CONTENT

Document  
All images, pictures and logos  
All fonts including EPS files  
Image Format TIFF  
JPEG  
ILLUSTRATOR EPS  
PDF  
Colour separated to CMYK, including all special colours  
High resolution, minimum 300 DPI (SS)

### DOCUMENT TITLE

"Publication Title/Issue/Advertiser Name"

### APPLICATIONS:

Indesign CS5  
(all elements including fonts and pictures to be included)  
Photoshop, Illustrator CS5  
(Fonts outlined)  
Adobe PDF  
(PDF/X-1a:2001)

### STORAGE MEDIA

PDF via email (maximum 25Mb)  
CD ROM  
DVD

### PLEASE NOTE:

Advertisement copy is to be received by the Production Dept, no later than the scheduled deadline  
Please do not rely on first class post arriving the following day

### PROOFS:

Colour proofs are only supplied by email  
Mono proofs are produced to confirm advert content and layout  
Please ensure proofs are checked immediately. Checked proofs must be returned by fax with any corrections or your signed approval. Ensure your original instructions are correct: Amendments will only be carried out should we have sufficient time before going to press

### ADVERTISEMENTS SUPPLIED OUTSIDE THE SPECIFICATION:

Must be approved by the Production Department. Will not be guaranteed to appear in publication.  
Thank you for your co-operation